

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Clark Reliance Corporation

Ohio Manufacturing Extension Partnership

Clark-Reliance Corp. Achieves Success By Enhancing Internal Capabilities

Client Profile:

Clark-Reliance Corporation, founded in 1884, is a manufacturer of Anderson/National Filtration Systems, air, gas, and liquid separator & filtration components and systems. The company also produces Jerguson level gauges & controllers; Jacoby-Tarbox sight-flow indicators; Reliance boiler-trim instrumentation, and Magnet-Sonics. Located in Strongsville, Ohio, the company employs 150 people.

Situation:

In order to keep pace with customers' needs and increasing competition, Clark-Reliance wanted to expand into the eBusiness arena through a series of stages matching internal capabilities. The company had a stagnant web site and a site developer with little knowledge of manufacturing. In addition, Clark-Reliance faced security issues caused by an old, proprietary internal business system. A more complex system, which could feature many of the company's products designed per customers' requirements, was needed. Hoping to address these immediate needs with a revised web site and prepare for further growth into the eBusiness field, the company contacted CAMP, Inc., a NIST MEP network affiliate.

Solution:

After listening to the frustrations and needs of company representatives, CAMP assembled a thorough, detail-oriented web development project for Clark-Reliance.

CAMP incorporated the company's product lines onto the site with an added navigational function. This enabled visitors to negotiate between all of the Clark-Reliance product lines and provided a consistent look and feel for the new site. CAMP posted PDF files on the site and included a key word search. Other added site features included a distributor locator function which enforces the company's distributor network.

After taking the project from concept through final launch, CAMP continues to generate activity reports for Clark-Reliance in addition to hosting and maintaining the site. The new site contributed to the company's 2001 growth by placing information and communications functions on the internet, thereby freeing cycles for the company's customer service and inside sales personnel. The company has received much praise from customers and distributors who save time by using the new site as a resource.

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Results:

Built a new web site with increased capabilities.

Increased productivity of sales staff.

Increased business opportunities.

Reduced costs on the production and distribution of company literature.

Testimonial:

"The CAMP team understood where we were and where we wanted to go. They listened and put the time in to really comprehend our strategies and goals, both immediate and long term. The results are a direct reflection of CAMP's guidance and performance. It was one of our best business decisions of the year."

Mike Pressnell, Vice President and Chief Financial Officer